

MARKETING

ISSUE #470 AUGUST 2026

WEEKENDERTM

A portrait of Anwar Ibrahim, a middle-aged man with grey hair, glasses, and a goatee. He is wearing a dark blue suit, a white shirt, and a blue tie. A small gold and red pin is visible on his left lapel. The background is dark and out of focus.

**DOES
ANWAR
IBRAHIM
NEED AN AD
AGENCY?**

WEEKENDER

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THE FAT RED BOOK FOR CREATIVE REVOLUTIONARIES.

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**"IN THE FUTURE,
ARTISTS WILL GET
RECORD DEALS
BECAUSE THEY
HAVE FANS, NOT
THE OTHER WAY
AROUND."**

Taylor Swift



**"FANS DO MORE
THAN FOLLOW...
THEY CARRY
STORIES,
MEMORIES AND
LEGACIES ACROSS
GENERATIONS."**

P. Ramly

**"MY FANS
DESERVE TO
KNOW WHAT'S
GOING ON."**

Céline Dion

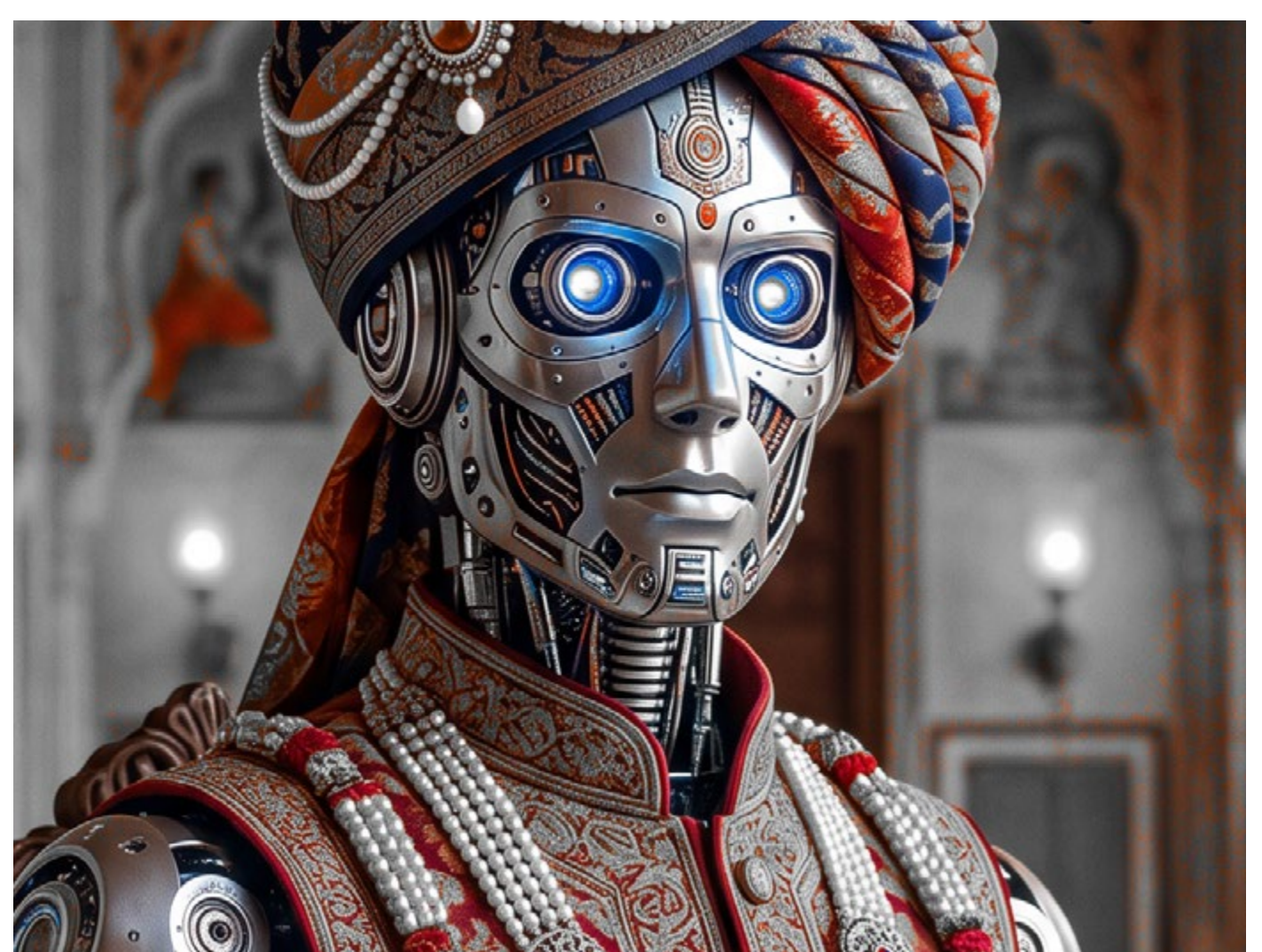


**"YOU JUST PRAY
THAT YOUR FAN
BASE IS OPEN-
MINDED ENOUGH
TO GROW WITH
YOU."**

Ne-Yo

**"FAME CREATES
AN AUDIENCE;
AUTHENTICITY
CREATES
FANS."**

HAMANOID





THE CLIENT HAS NOT PAID US.

It is one of the most familiar sentences in the communications business. It is also one of the most damaging.

“The client has not paid us.”

Then come the supporting lines.

“Can you resend the invoice, please?”

“Again”

“The person signing the cheque is on leave.”

“We missed this month’s payment cycle.”

“Finance is still processing it.”

A week passes. Then another. The work was completed months ago, but the supplier is expected to continue financing everyone above them.

An agency uses the client’s late payment to explain why a production house has not been paid.

“The client has not paid us” may explain the problem. It should never become an excuse.

A contractor repeats the excuse to a freelancer. Somewhere at the end of the chain, a smaller business waits for money it has already earned.

When a client has not paid, the agency is often not brave enough to take the matter to the client's boss. It keeps sending polite reminders while avoiding any confrontation that might damage the relationship. But if the agency is afraid to challenge the person holding the budget, what chance do its suppliers, freelancers and everyone else downstream have?

The supplier did not enter into an agreement with the agency's client. The supplier entered into an agreement with the agency. Passing the delay down the chain simply transfers financial risk to the business least able to carry it.

The work, meanwhile, has already been delivered.

Crew members have been booked. Equipment has been rented. Media space has run. Writers, designers, photographers, printers, caterers and event teams have done their jobs. Salaries, rent and statutory obligations cannot be postponed because somebody is on leave.

Nor should suppliers repeatedly have to resend invoices that were submitted correctly. If an

organisation can track campaign deadlines, media schedules and performance metrics, it should be able to locate an invoice.

Yet late payment has become normalised.

A 30-day term becomes 60 days. Sixty becomes 90. At 90 days, the supplier learns that the invoice missed another payment cycle, an approval is outstanding or finance needs one more document.

The consequences are serious. Small agencies and vendors borrow money to cover payroll while waiting for invoices to clear. Business owners delay hiring, reject projects and use personal savings or bank O/D to keep operating. Freelancers face household bills without the protection of a corporate balance sheet.

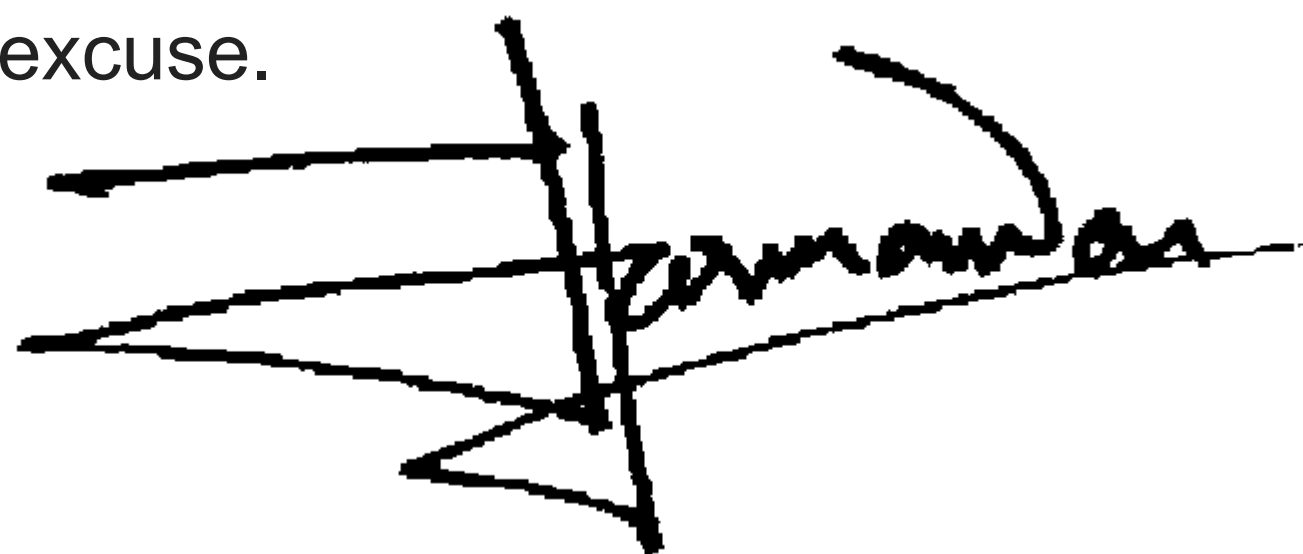
Good companies pay people when they promise to pay them.

Good agencies protect their suppliers.

Good clients understand that trust is demonstrated through conduct.

“The client has not paid us” may explain the problem.

It should never become an excuse.



BRAVO BONGO!



Love the ‘roar’ that has comes forth from your keyboard and the accompanying furore arising from the Sledgehammer megalith channels of communication.

Undoubtedly, brother Stephen Bong was a Goliath in the MassComms industry.

May I just digress a bit.

When Bates won over the Guinness account, and at the ‘ceremonial handover’ conducted, Bongo paid tribute to our service team; not only that, he personally did spent time to ensure that we were ‘Guinness-ly exposed’ by taking us to his favourite oasis spots in the KL/PJ area.

To me, and my guys, we cherished the priceless on-the-spot learning curve from a great ad mate and friend.....

Bongo! One who truly lived and breathed our Clients’ brands.

My badminton partner, the late Kin Mun and I, received truly praiseworthy compliments from him, whenever he was on ‘court’! On behalf of the two of us , our sincere thanks. We just played our usual less energy-taxing game!

Stephen was a world-class badminton player.

And thanks for bringing your scores of students over to meet us and even provide able and capable assistance where needed on Agency projects.

Bongo, we will all miss you.

And may your jolly soul rest in peace!



CHARLES CHEW



popculture

MARKETING EXPERTS' CHOICE MERDEKA TVC AWARDS 2026

**SUBMIT YOUR
ENTRY NOW**

**PERHAPS THE
MOST IMPORTANT
ADVERTISING PITCH
IN MALAYSIA RIGHT
NOW ISN'T FOR
A BANK, TELCO
OR CAR
COMPANY.**

*It may be for the
Prime Minister.*



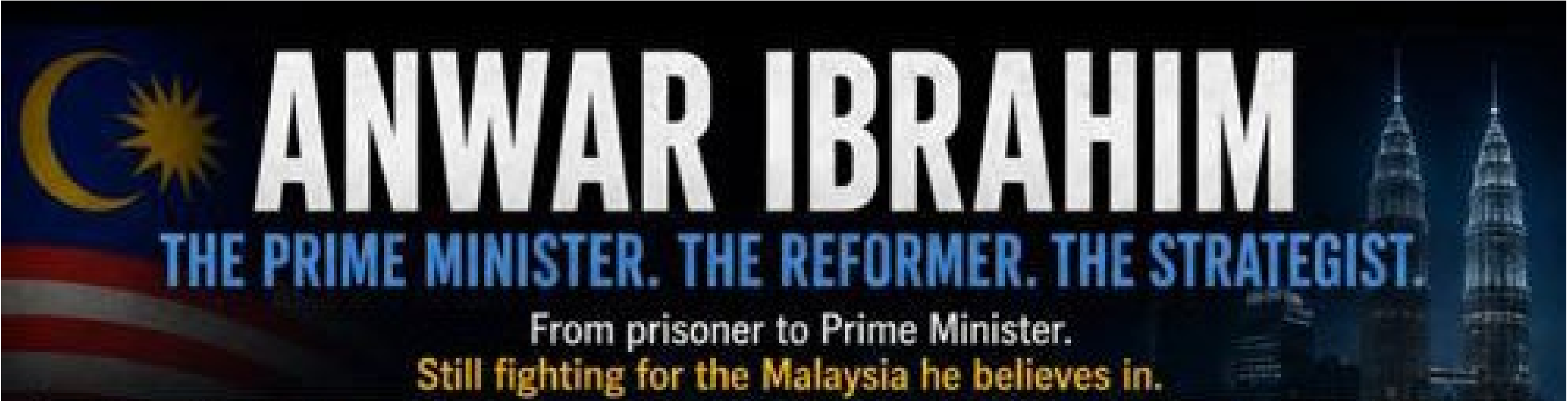


Because Datuk Seri Anwar Ibrahim has a problem. And increasingly, it looks like a communications problem wrapped inside a political problem.

His political coalition has faced a series of electoral setbacks. Every defeat increases the pressure. One loss can be explained away. Two become uncomfortable. Three start changing the conversation.

And that conversation inevitably moves inside.

Who got the strategy wrong? Who chose the candidates? Was the message wrong? Has reform moved too slowly? Has compromise gone too far? Should Pakatan Harapan distance itself from Barisan Nasional? Should it get closer? Who takes responsibility?



ANWAR IBRAHIM

THE PRIME MINISTER. THE REFORMER. THE STRATEGIST.

From prisoner to Prime Minister.
Still fighting for the Malaysia he believes in.



VISIONARY LEADER

Long record of championing reform, good governance and a progressive Malaysia.



PROVEN TRACK RECORD

Decades of political experience. From opposition leader to Prime Minister.



BRIDGE BUILDER

Able to work across parties, ethnic and religious divides to build consensus.



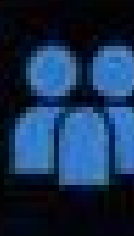
INTERNATIONAL STATURE

Respected globally as a statesman and voice for the Global South.



ECONOMIC PRAGMATIST

Focus on stability, investment, fiscal responsibility and rakyat's well-being.



COALITION ARCHITECT

Brought together a diverse coalition (PH + BN + GPS + others) to form a stable government.



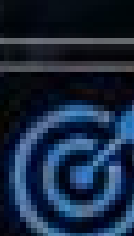
REFORM COMMITMENT

Committed to institutional reform, anti-corruption and strengthening Parliament.



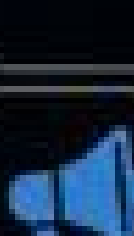
EMPATITHTIC & PEOPLE-CENTRIC

Connects with ordinary Malaysians. Known for his humility and empathy.



STRATEGIC THINKER

Calm, calculated and patient. Plays the long game for national transformation.



FEARLESS REFORMER

Never shies away from difficult truths and taking on entrenched interests.

“ My mission is simple: to build a Malaysia that is **just, united** and **prosperous** for all. ”

— ANWAR IBRAHIM



COURT RECORD / LEGAL BATTLES

CASE	CHARGES	OUTCOME	CURRENT STATUS
• Sodomy I (1998)	Sodomy	Acquitted (2004)	No further action
• Corruption (IMDB-linked) (1998)	Corruption (RM27m)	Pardoned by Agong (2018)	No further action
• Abuse of Power (IMDB-linked) (1998)	Abuse of power	Pardoned by Agong (2018)	No further action
• Sodomy II (2008)	Sodomy	Withdrawn (2018)	Case withdrawn
• Addendum Appeal (2008)	Sodomy II – addendum	Withdrawn (2018)	Case withdrawn
• Suit by Saiful Bukhari (2014)	Civil suit for RM100m	Suit withdrawn (2018)	No order as to costs



All criminal charges have been resolved. He has been acquitted, pardoned or cases withdrawn.

No criminal convictions.

HE CAME BACK. HE KEPT HIS PROMISE. NOW HE HAS TO DELIVER.



REFORMING TODAY
FOR A STRONGER TOMORROW.



MALAYSIA MADANI:
RESPECT, COMPASSION, PROSPERITY.



ONE MALAYSIA.
TOGETHER WE RISE.

And eventually, the most dangerous question in politics: who is looking after whom?

This is the extraordinary political construct Anwar has to manage. He doesn't really lead one

political machine. He presides over a coalition of coalitions, containing parties that spent years attacking each other before the 2022 general election produced a hung parliament and political necessity brought



ZAHID HAMIDI



THE SURVIVOR. THE DEALMAKER. THE POWER BROKER.

From Deputy Prime Minister to UMNO President.
A political heavyweight who never stays down for long.

**UMNO PRESIDENT**
Leads Malaysia's largest Malay political party since 2018. A key figure in the Barisan Nasional coalition.

**SEASONED DEALMAKER**
Known for his negotiation skills and ability to keep UMNO relevant in a changing political landscape.

**EXPERIENCED LEADER**
Former Deputy Prime Minister (2009–2015). Holds key ministerial portfolios including Home Affairs and Defence.

**CRISIS NAVIGATOR**
Steered UMNO through internal challenges, party elections and national political turmoil.

**FOCUS ON UNITY & POWER**
Advocates party unity, strengthening Malay political power and safeguarding Bumiputera interests.

**DEFENDER OF RIGHTS**
Often speaks on Malay rights, Islam and special position of Malays in the Constitution.

**GRASSROOTS CONNECT**
Maintains strong support among UMNO grassroots through constant engagement and outreach.

**INTERNATIONAL PRESENCE**
Represents Malaysia in regional and international forums on Muslim and developing world issues.

**FOCUSED & RESILIENT**
A fighter who has weathered many storms and legal battles. Still standing strong.

**POLITICAL REALIST**
Understands the game. Works within the system to protect his party, people and position.

“ I may be tested,
I may be tried,
but I will not be
DEFEATED,,
– ZAHID HAMIDI

COURT RECORD / LEGAL BATTLES

CASE	CHARGES	OUTCOME	CURRENT STATUS
• Yayasan Akaibudi Case	Criminal breach of trust	Acquitted (May 2018)	No further action
• VLN (Veteran) Funds Case	Criminal breach of trust	Acquitted (Sept 2018)	No further action
• Defence Industries (NDA) Case	CBT, corruption, money laundering	All charges discharged (April 2023)	No further action
• UMNO Tower Case	CBT, money laundering	Discharged (Sept 2023)	No further action
• Bagan Datuk MP (by-election expenses)	Undeclared election expenses	Compound paid (June 2024)	Case closed
• Jana Wibawa Consortium (solar project)	CBT, money laundering	Charged (Nov 2024)	Trial ongoing



Faced numerous charges over the years. Most major cases ended in acquittal or discharge.

NO CONVICTIONS.
ALL CASES PRESUMED INNOCENT UNTIL PROVEN GUILTY.

**LOYAL TO THE CAUSE**
Put party and people above self.

**FAITH & FAMILY**
Guided by faith, strengthened by family.

**NEVER GIVE UP**
Resilient, tough and always ready to fight.

**FOR THE COMMUNITY**
Committed to Malay rights and welfare.

REAL LEADERS ARE JUDGED BY THEIR LEGACY, NOT THEIR STRUGGLES.

former opponents together.

PKR. DAP. Amanah. UMNO and Barisan Nasional. GPS. GRS and others.

Yesterday’s enemies became today’s partners.

It gave Malaysia a government, but it also created one of the most complicated political communications briefs imaginable.

Who actually speaks for this government?

Anwar? PKR? DAP? UMNO? PH? BN? The Cabinet? Party leaders? The grassroots?

They can sit together in Putrajaya while competing elsewhere. Cooperate at federal level while fighting for votes on the ground. Defend the same government on Monday and attack each other's parties on Saturday.

Try putting that into a 30-second commercial.

This arrangement may make perfect political sense to the people operating inside it. To ordinary Malaysians, it can be bewildering.

And electoral defeats make everything harder.

Losing changes political organisations. Suddenly every strategy is questioned, every compromise is reconsidered and every ambitious politician begins calculating what comes next.

Call it manoeuvring, positioning, factionalism or backstabbing. It happens everywhere.

The danger is when political anxiety becomes panic.

Panic rarely announces itself. It arrives disguised as activity.

More meetings. More statements. More strategies. More consultants. More slogans. More explanations. More people insisting everything is fine.

And eventually so many people are communicating that nobody knows what the message is anymore.

Which brings us back to advertising.

... Call it manoeuvring, positioning, factionalism or backstabbing. It happens everywhere. The danger is when political anxiety becomes panic...

Imagine Anwar Ibrahim walking into a good agency tomorrow morning.

Before discussing TikTok, television, billboards, influencers or campaign slogans, a smart strategist would ask him one uncomfortable question:

What exactly do you want Malaysians to believe about you?

Not six things.

One.

That is positioning.

And Anwar once possessed one of the most powerful pieces of political positioning Malaysia has ever seen.

Reformasi.

One word carried an entire movement.

Change. Resistance. Justice.
Hope.

But there was a problem nobody
needed to solve back then.

The insurgent eventually became
Prime Minister.

The outsider became the
establishment.

The man demanding change
became the man responsible for
delivering it.

And governing required



ANTHONY LOKE

THE CONNECTOR. THE FIXER. THE DELIVERER.

KEEPING MALAYSIA MOVING.



HANDS-ON LEADER

Known for his ground presence, problem-solving approach and willingness to get things done.



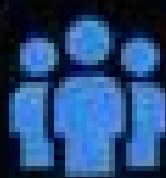
TRANSPORT REFORMER

Spearheading major transport projects and modernisation of public transport for a better connected Malaysia.



CRISIS NAVIGATOR

Steered the nation through transport disruptions and the pandemic with practical, people-first solutions.



BRIDGE BUILDER

Works across party lines and with industry stakeholders to deliver results for the rakyat.



COMMUNICATION THAT CONNECTS

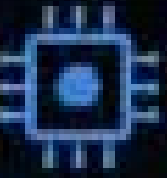
Clear, direct and straightforward communicator who explains complex issues in simple terms.





NATION BUILDER

Driving long-term national infrastructure and connectivity that powers economic growth.



TECH-SAVVY MINISTER

Embracing digitalisation and innovation to improve efficiency, transparency and customer experience in public services.



INCLUSIVE & PEOPLE FOCUSED

Policies centred on accessibility, affordability and leaving no one behind.



YOUTH INSPIRER

Relatable, energetic and approachable leader who inspires the next generation.



DELIVERING TODAY FOR TOMORROW

Focused on execution, accountability and measurable impact.

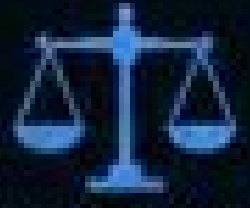
“ Our mission is simple: to serve the people, improve lives and move Malaysia forward.”

– ANTHONY LOKE



COURT RECORD / LEGAL BATTLES

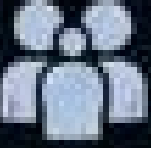
CASE	CHARGES / ALLEGATIONS	OUTCOME	CURRENT STATUS
• Mishi Pay Sdn Bhd Case (2017)	Alleged misuse of funds and criminal breach of trust (RM2.8m). (Company he was a director of)	Acquitted (Sept 2019)	No further action
• Skudai Vehicle Inspection System (VIS) Case (2018)	Alleged abuse of power and conflict of interest over the awarding of the contract.	Discharged (Nov 2018)	No further action
• Johor State Water MOU (2020)	Alleged criminal breach of trust and abuse of power over water supply agreement.	Acquitted (March 2023)	No further action
• Defamation Suit by Muhyiddin Yassin (2021)	Defamation suit over statements made during a press conference.	Case dismissed (Jan 2022)	No further action



ALL CASES ARE NOW RESOLVED.

NO CONVICTIONS.

HE HAS MAINTAINED HIS INNOCENCE AND CLEARED HIS NAME IN COURT.



RESULTS MATTER

From highways to rail, airports to ports – he delivers.



ACCOUNTABLE

Believes in transparency, open communication and accountability.



COMPASSIONATE

Policies with heart, focusing on real needs of the rakyat.



MALAYSIA FIRST

Putting national interest above politics.



ONE TEAM

Together, we connect. Together, we progress.

KEEPING MALAYSIA MOVING. LEAVING NO ONE BEHIND.

CONNECTING TODAY, EMPOWERING TOMORROW.

He spent decades explaining
what he was fighting against.

This is why Anwar doesn't need an advertising agency to make prettier posters. He certainly doesn't need larger photographs of himself.



GOBIND SINGH DEO

THE RIGHTS CHAMPION. THE REFORMER. THE FEARLESS VOICE.

Lawyer. Politician. Human rights defender.
A relentless advocate for justice and equality.



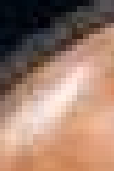
CHAMPION OF RIGHTS
A leading voice on human rights, equality and constitutional freedoms.



LEGAL EAGLE
A seasoned lawyer and former Bar Council President. Defends justice with conviction.



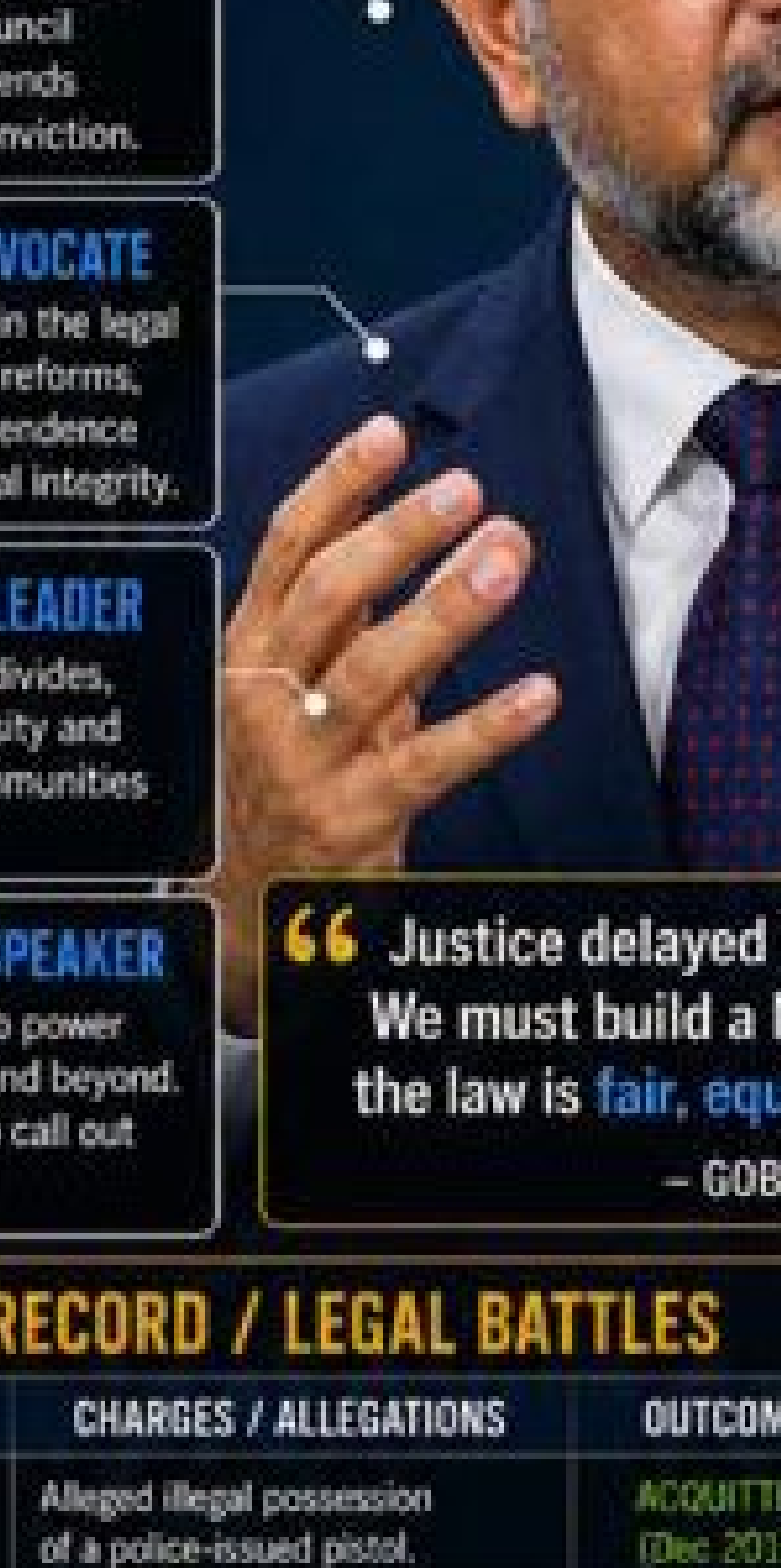
REFORM ADVOCATE
Drives change in the legal system, police reforms, judiciary independence and institutional integrity.



INCLUSIVE LEADER
Works across divides, respects diversity and empowers communities left behind.



FEARLESS SPEAKER
Speaks truth to power in Parliament and beyond. Never afraid to call out injustice.



PARLIAMENTARY FORCE
A strong and consistent performer in Parliament on law, governance and public accountability.

BRIDGE BUILDER
Builds unity within parties and with civil society to advance the national reform agenda.

ANTI-CORRUPTION VOICE
Zero tolerance on corruption. Advocates transparency, accountability and the rule of law.

GLOBAL RESPECT
Respected internationally for his principled stands on human rights and democracy.

COMMITTED SERVANT
From legal practice to public service – committed to building a fairer Malaysia for all.

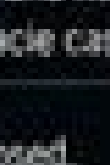
“ Justice delayed is justice denied. We must build a Malaysia where the law is fair, equal and fearless.”

– GOBIND SINGH DEO

COURT RECORD / LEGAL BATTLES

CASE	CHARGES / ALLEGATIONS	OUTCOME	CURRENT STATUS
Police Pistol Case (2010)	Alleged illegal possession of a police-issued pistol.	ACQUITTED (Dec 2012)	Case closed.
Tech Beng Hock Inquiry (2011–2014)	Named in the Royal Commission of Inquiry report.	NO ACTION TAKEN	No charges filed.
LRT Disruption Case (2014)	Alleged incitement during a rally that disrupted LRT services.	DROPPED (Feb 2015)	Charges withdrawn by prosecution.
Bersih Rally 4 Case (2015)	Alleged involvement in an illegal assembly during Bersih 4.	ACQUITTED (Aug 2018)	Case closed.
Sandakan Rally Case (2022)	Alleged seditious speech at a rally in Sandakan.	DISCHARGED (Sept 2023)	Court found no prima facie case.
Contempt of Court (2023)	Alleged contempt for comments on ongoing court proceedings.	ACQUITTED (June 2024)	Case closed.

NOTE: Except for the Police Pistol Case, all other cases resulted in **no conviction**. He has never been convicted of **any** criminal offence.



He has faced numerous investigations, reports and legal challenges over the years.

NO CONVICTIONS.
ALL CASES EITHER ACQUITTED, DISCHARGED, DROPPED OR NO ACTION WAS TAKEN.

His record reflects courage, resilience and an unwavering commitment to justice.



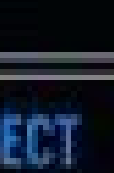
JUSTICE
Believes in equality before the law for every citizen.



INTEGRITY
Principled, ethical and transparent in thought and action.



COURAGE
Stands up for what is right, even when it's unpopular.



SERVICE
Public service is not power, but responsibility.



HOPE
Works for a Malaysia that is fair, inclusive and compassionate.

A VOICE FOR THE VOICELESS. A FIGHTER FOR A BETTER MALAYSIA.
FEARLESS IN COURT. FEARLESS FOR THE PEOPLE.

He needs people prepared to
walk into the room and ask questions

What do you want them to think
you stand for?



HADI AWANG

THE PRINCIPLED SURVIVOR. THE POWER BEHIND PAS.

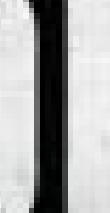
A man of faith. A master of endurance.
The longest-serving PAS president and
a dominant force in Malaysian politics.



UNWAVERING PRINCIPLES
Consistent in his Islamic principles, values and positions for over five decades.



MASS BASE
Deep support in the East Coast and rural heartlands. The face of PAS to millions.



MASTER DRATOR
Commanding speaker who inspires loyalty and conveys complex ideas with conviction.



STRATEGIC PATIENCE
Plays the long game. Builds alliances when it serves the cause, protects core values.



KINGMAKER POTENTIAL
Holds the balance in many political scenarios. A decisive figure in coalitions and negotiations.



DEFENDER OF RIGHTS
Often speaks for Malay rights, Islam and special position of Malays in the Constitution.



SCHOLARLY CREDENTIALS
Trained in Islam from an early age. Former teacher and founder of Islamic institutions.



INTERNATIONAL VOICE
Represents Malaysia in regional and international Islamic forums and movements.



RESILIENT LEADER
Weathered political storms, bans, arrests and criticism for decades. Still stands strong.



FEARLESS & OUTSPOKEN
Never afraid to speak his mind, even when others stay silent. Stays true to his path.

“ Our struggle is not for power, but for Allah’s pleasure and the people’s rights. ”

– HADI AWANG



COURT RECORD / LEGAL BATTLES

CASE	CHARGES	OUTCOME	CURRENT STATUS
• Mendorong Rusuhan (1987)	Inciting unlawful assembly (Internal Security Act)	Acquitted (1990)	No further action
• ISA Detention (1987–1988)	Detained under Internal Security Act	Detained without trial	Released after court challenge
• Mingguan Malaysia Lawsuit (2008)	Filed RM2 million defamation suit against a journalist	Lawsuit withdrawn (2009)	No further action
• Khaid Samad Defamation Suit (2012)	Defamation suit over statements made in Parliament	Discontinued (2013)	No further action
• Sedition Act Investigation (2016)	Investigated under Sedition Act for remarks on hudud	No charges filed	Case closed
• PAS Internal Dispute (2015)	Disciplinary action by PAS Central Council	Action revoked (2019)	No further action

Note: All cases either ended in acquittal, were withdrawn, discontinued, or no charges were filed. No criminal convictions.



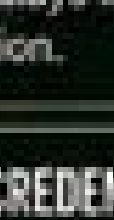
For decades, he has faced arrests, detentions, investigations and lawsuits.

Yet, he walks free, with his head high and his mission unchanged.

NO CRIMINAL CONVICTIONS.
ALL CASES RESOLVED OR DISMISSED.



TAQWA & FAITH
Guided by strong Islamic conviction and taqwa.



UMMAH FIRST
Works for the ummah and the future of Islam in Malaysia.



JUSTICE & RIGHTS
Stands for justice, equality and the rights of the people.



DAKWAH & TARBİYAH
Committed to Islamic education and moral values.



STAYING THE COURSE
No compromise on principles. No turning back.

NOT POPULAR WITH ALL. NOT AFRAID OF ALL. STILL STANDING.
HIS LEGACY IS BUILT ON PRINCIPLE, NOT POSITION.

Why is there a gap?
Why are some voters walking away?
What are Malaysians worried about when they sit around the dinner table?

And what can communications actually fix?
Because there is another uncomfortable truth every good agency should tell its client.
Advertising cannot rescue a bad



RAFIZI RAMLI

THE REFORMER. THE DATA MAN.

THE CHANGE AGENT.

**DATA-DRIVEN THINKER**

Believes in the power of data, research and evidence to drive policy and reform.

**REFORM ARCHITECT**

Played a key role in key reforms in governance, economy, anti-corruption and political financing.

**YOUTH CHAMPION**

Empowers young Malaysians to engage in politics and be part of the change.

**FEARLESS & HONEST**

Speaks truth to power, even when unpopular. Known for his integrity and courage.

**FUTURE-FOCUSED**

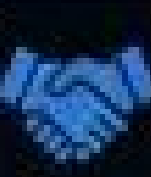
Thinks long term for a competitive, innovative and inclusive Malaysia.

Economist. Politician. Former Finance Minister.

Using facts, data and bold ideas to build a fairer and more competitive Malaysia.

**ECONOMIC STRATEGIST**

Former Chief Economist of PKR. Strong advocate for fiscal discipline, productivity and economic growth.

**BUILDING BRIDGES**

Able to engage across party lines and with stakeholders to find common ground for national progress.

**ANTI-CORRUPTION VOICE**

Consistent advocate for transparency, accountability and good governance in public institutions.

**CLEAR COMMUNICATOR**

Complex ideas, simply explained. Connects with people through clarity and conviction.

**PEOPLE-CENTRIC**

Policies and reforms designed to improve lives, reduce inequality and create opportunities.



“ Malaysia can be better. We just need the courage to reform and the will to keep going. ”

– RAFIZI RAMLI



COURT RECORD / LEGAL BATTLES

CASE	CHARGES / ALLEGATIONS	OUTCOME	CURRENT STATUS
• IMDB Auditor-General Report (2018)	Alleged misappropriation of RM42 million linked to the Auditor-General's report on IMDB.	ACQUITTED (July 2020)	No further action. Case closed.
• Influenza Vaccine Project (2019)	Alleged misuse of RM530 million for procurement of influenza vaccines (Terengganu).	DISCHARGED (Nov 2021)	No further action. Case closed.
• "Jana Wibawa" Project (2021)	Alleged corruption in a RM330 million PR project.	DISCHARGED (Nov 2021)	No further action. Case closed.
• "Sugar Tax" Comment (2021)	Investigated under Section 505(b) of the Penal Code for alleged remarks on social media.	NO CHARGES (April 2022)	Investigation paper submitted. No action taken.
• "Asset Declaration" (2024)	MACC investigation over alleged false asset declaration.	ONGOING	Investigation ongoing. No charges filed.

Note: All cases above are either acquitted, discharged or no further action. Rafizi Ramli has never been convicted of any offence.



He has faced multiple politically motivated investigations and charges over the years.

NO CONVICTIONS.
ALL CASES RESOLVED IN HIS FAVOUR OR DISMISSED.

The fight continues. The mission remains the same. A better Malaysia.

**INTEGRITY**

Stays true to principles, no matter the pressure.

**INCLUSIVITY**

Believes in a Malaysia that leaves no one behind.

**INNOVATION**

Open to new ideas, new solutions and new ways forward.

**COMPASSION**

Policies must have heart and improve real lives.

**MALAYSIA FIRST**

Putting the nation above politics, always and everywhere.

REFORM IS NOT EASY. BUT IT IS NECESSARY.

DARING TODAY. CHANGING TOMORROW.

... He has too many constituencies, too many stakeholders, too many compromises and too many competing voices around him...

product. If Malaysians are unhappy about prices, wages, reforms, taxes, subsidies or political compromises, no brilliant campaign can make those concerns disappear.

The product has to work.

But complicated products also need explaining.

And few products are currently more complicated than Anwar's coalition government.

Imagine the brief landing on an agency desk.

Client: Anwar Ibrahim.

Product: A government comprising former political enemies.

Problem: Malaysians struggle to understand exactly what it stands for.

Internal stakeholders: Too many.

Political pressure: Rising.

Electoral warning lights: Flashing.

Objective: Restore clarity, confidence and purpose.

Desired response: "Now I understand where this government is taking Malaysia."

There are agencies in Kuala Lumpur that would kill for that brief. They should also be terrified of it.

Because this isn't advertising.

It is brand surgery.

Anwar's biggest communications problem today is not visibility. Everybody knows Anwar Ibrahim.

It is coherence.

He has too many constituencies, too many stakeholders, too many compromises and too many competing voices around him.

And when elections are lost and politicians begin worrying about survival, message discipline is usually the first casualty.

Anwar spent decades convincing Malaysians that Malaysia needed change.

Now comes the much harder job.

He has to convince them that the change they are living through is taking them somewhere worth going.

So, does Anwar Ibrahim need an ad agency?

Perhaps the question is no longer whether he needs one.

It is whether there is an agency good enough, brave enough and independent enough to tell the Prime Minister what he may not want to hear.

Because right now, Anwar doesn't need advertising.

He needs a bloody good advertising agency.



WELCOME TO THE FANDOM ECONOMY



Astro is making a provocative bet on the future of media: audiences are no longer enough. Brands need fans.

For decades, media followed a simple formula.

Create content. Attract an audience. Sell that audience to advertisers.

That model is still alive. But something more powerful is growing around it.

Fandom.

A fan is not simply a viewer.

A viewer watches.

A fan talks. Shares. Creates. Buys. Turns up. Joins communities. Follows talent. Recommends shows and keeps stories alive long after the programme, match or movie has ended.

Astro describes fandom as a community built around shared passion, where people participate, influence one another and help shape the culture surrounding what they love.

For marketers, that distinction matters.

FROM REACH TO RELATIONSHIP

According to research cited by Astro, 87% of Gen Z identify with a fandom or interest community that helps shape who they are, while 65% consider themselves content creators.

The audience is becoming part of the media.

They are producing, remixing and distributing culture themselves.

So the traditional question, “How many people did we reach?”, may need another question beside it:

“How many people cared enough to do something?”

Astro already has some compelling evidence.

Keluang Man generated 58 million video views and 10 million TikTok trailer views. Its Fun Run attracted 7,000 participants, while a branded Wonda collaboration sold three million cans.



astro SHAW



WONDA
KOPI EDISI
KLUANG
dengan
TONGKAT ALI
MINUMAN KOPI SUSU

58 MILLION video views

10 MILLION TikTok trailer views

7,000 participants in Fun Run

3 MILLION cans sold



astro SHAW

Over RM100 Million GBO

Highest grossing local
trilogy franchise.



TARUNG
UNFORGIVEN

No. 1 Local GBO
of 2026

RM 24.2 MIL



astro SHAW

374 MIL TikTok views

Malaysia's biggest fan-
driven conversations.

Kahar: Kapla High Council clocked 374 million TikTok views.

That is entertainment escaping the screen.

A movie becomes a conversation. A character becomes merchandise. A story becomes an event. A fan becomes a participant.

And somewhere inside all that activity sits a brand.

MALAYSIA IS MADE FOR FANDOM

Malaysia is particularly interesting because its passions are so fragmented.

Astro’s fandom universe stretches across languages, food, religion, health, finance, anime, horror, romance, K-drama, K-pop, sport, patriotism and identity.

Malaysia isn’t one audience.

It is hundreds of tribes.

For advertisers, that changes the proposition.

Instead of simply buying “18 to 34 urban adults”, brands can potentially enter communities already united by something they genuinely care about.

Sport demonstrates this beautifully. Astro cites 88% of Malaysians saying badminton is their most anticipated sport, while 74% of fans associate brands with memorable sporting moments.

That is a very different relationship from interrupting somebody with a commercial.

THE SCREEN IS ONLY THE BEGINNING

Astro’s bigger idea is that fandom no longer lives in one place.

Television creates belonging. Digital enables discovery. Social media amplifies conversation. Live experiences bring communities physically together.

For brands, the opportunities now stretch from merchandise and content spin-offs to micro-dramas, influencers, social commerce,

CASE STUDY SPOTLIGHT

BADMINTON

SPORTS PRIDE FANDOM



FOOTBALL
English Premier
League & AFC



NETBALL
Super League



SEPAK TAKRAW
League & National
competitions

... and more



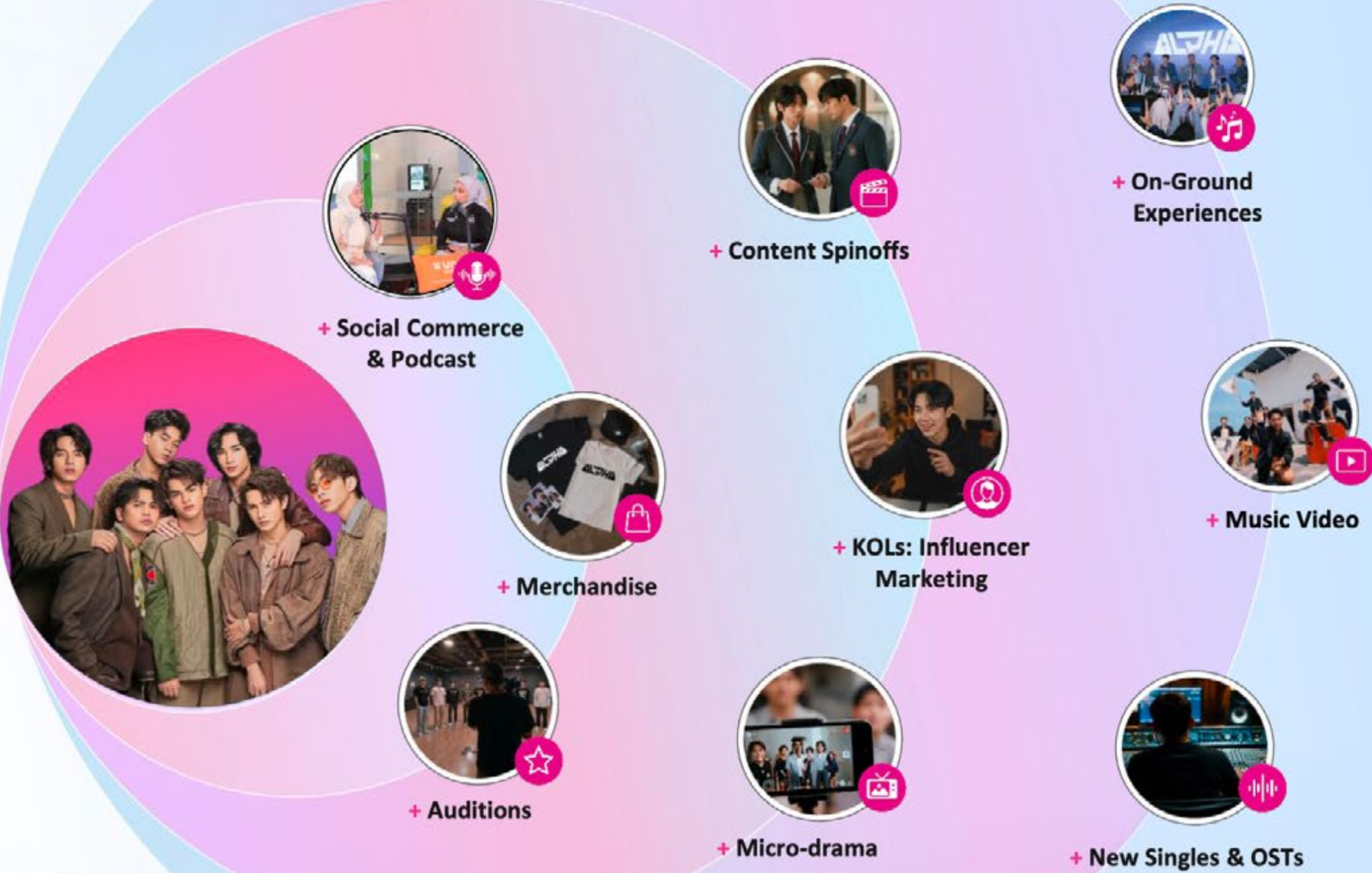
88% of Malaysians say badminton is their most anticipated sport [1]

37M Malaysia Open Total Views [2]

6.5M Olympic Live Broadcast Reach [3]

[1] Ipsos Global Study, Paris Olympics 2024
[2] BAM Digital Audit (2024) - Live Digital & linear stream interactions.
[3] Astro Olympic Broadcast Metrics (Paris 2024 Finals).

Touchpoints for Brand Engagement



podcasts, music and on-ground experiences.

Suddenly, the media plan doesn't end with the advertising spot.

It may begin there.

The smartest brands will not simply sponsor fandom. They will find ways to become useful,

entertaining or meaningful within it. Because fandom cannot simply be bought.

It has to be earned.

And perhaps marketers need one more metric alongside reach, impressions, CPMs and clicks.

PASSION.

Reach tells you how many people saw you.

Fandom tells you how many people cared.

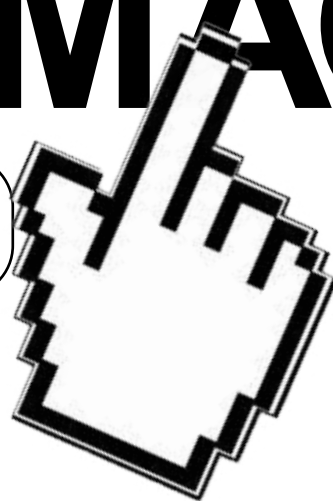
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(07th August – 14th August 2026)



AN ADVERTISING STALWART PASSES ON

Pageviews: 3,305



MALAYSIAN CREATIVE LEADER RONALD NG DEPARTS MRM AFTER NEARLY SIX YEARS AS GLOBAL CCO

Pageviews: 3,102



LIVING RENT-FREE: INSIDE NETFLIX'S VIRAL "LAST HOUSE" BILLBOARD STUNT

Pageviews: 3,011



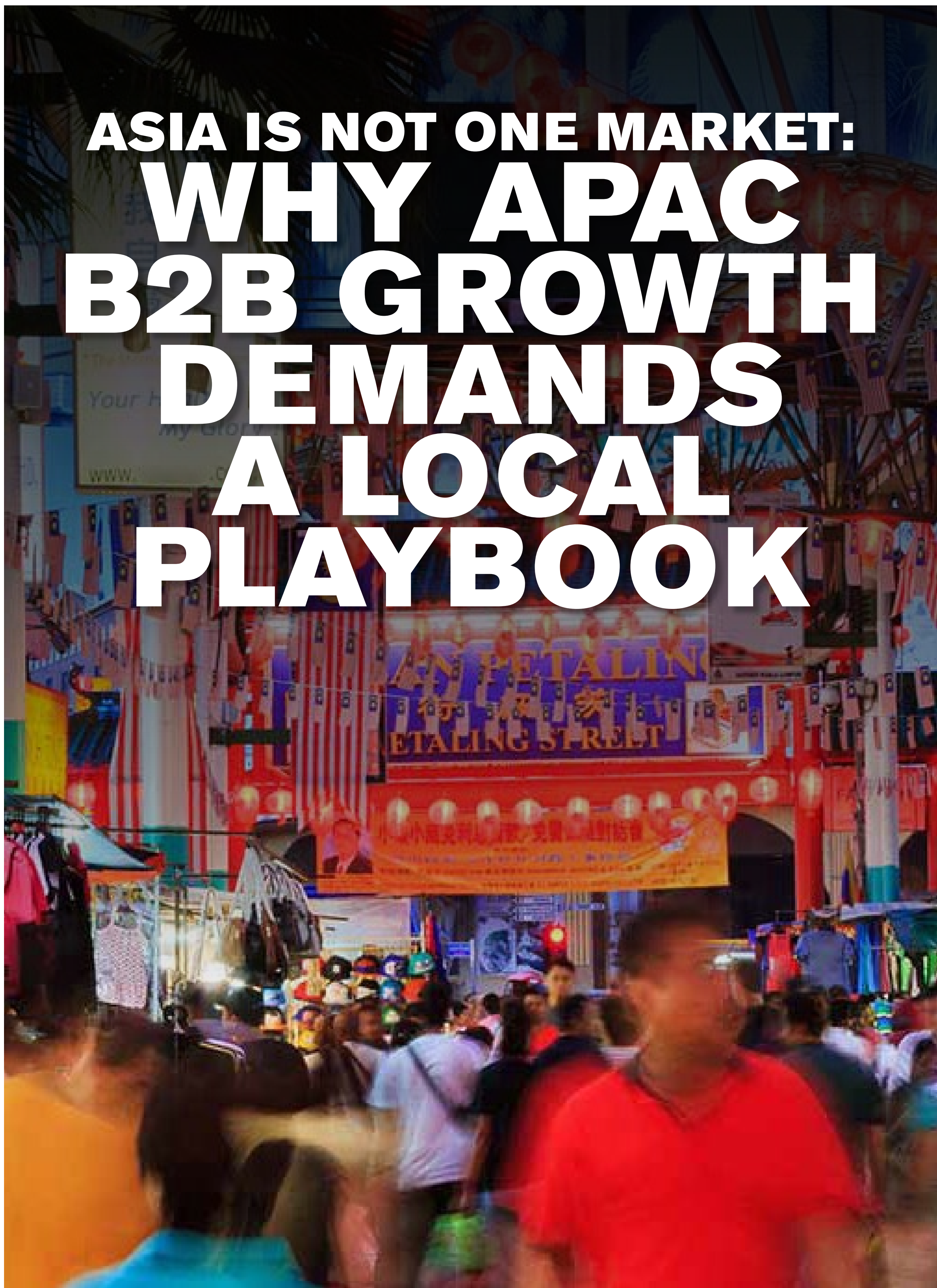
HOW POPULAR CULTURE CAN HUMANISE EDUCATION

Pageviews: 2,972



THE DEVIL IS NOT IN THE MACHINE

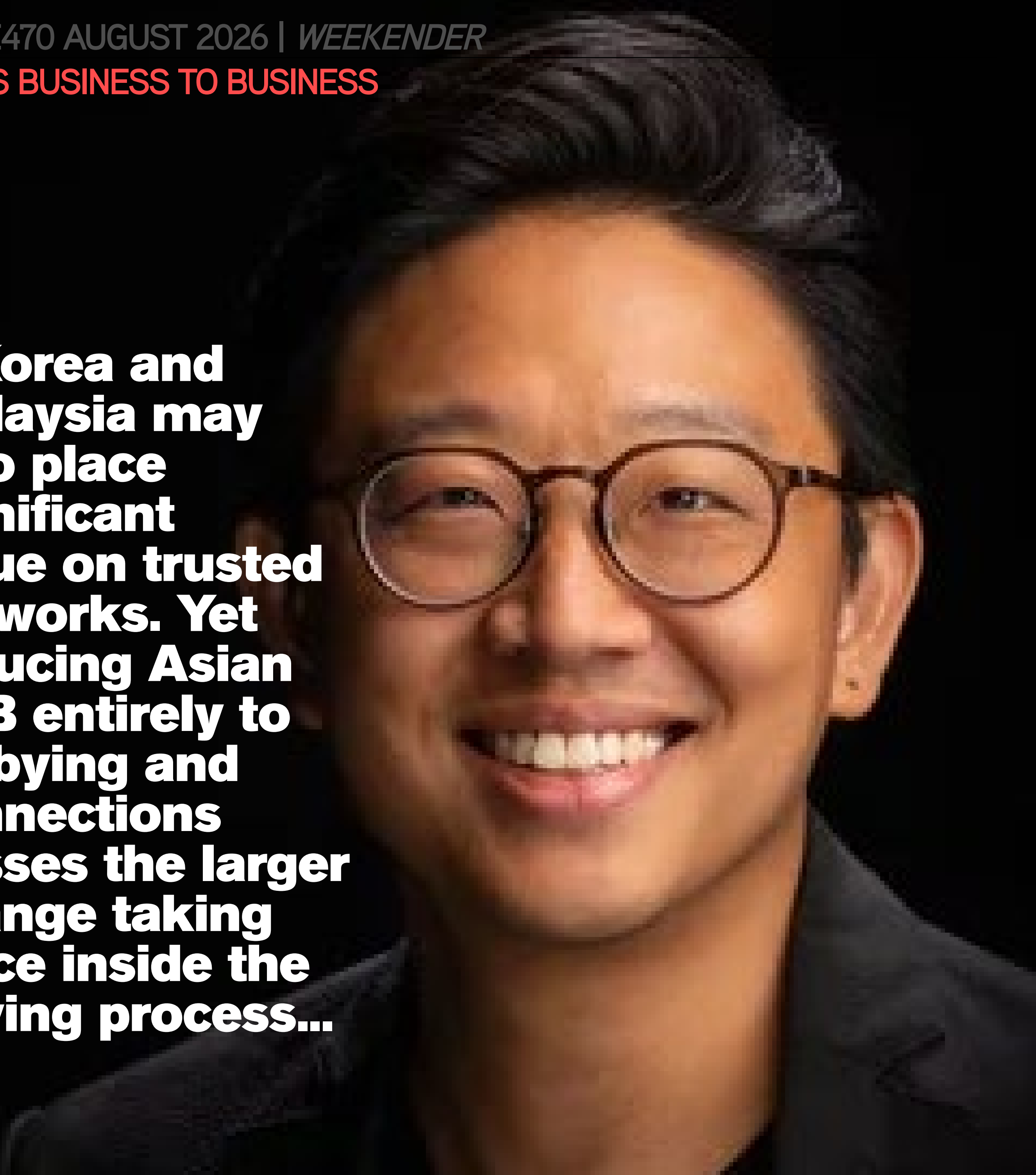
Pageviews: 2,587



ASIA IS NOT ONE MARKET: WHY APAC B2B GROWTH DEMANDS A LOCAL PLAYBOOK

Green Hat's Shawn Low explains why regional growth depends on reading each market closely, balancing brand with demand and respecting the relationships behind complex buying decisions.

Shawn is Regional Director for Asia at B2B agency Green Hat. Based in Singapore, he leads the agency's growth and client work

A portrait of Shawn Low, a man with dark hair and glasses, smiling. He is wearing a dark suit jacket. The background is dark and out of focus.

... Korea and Malaysia may also place significant value on trusted networks. Yet reducing Asian B2B entirely to lobbying and connections misses the larger change taking place inside the buying process...

across the region. His career spans B2B and B2C, agency and client-side roles, publishing and technology. Previously, he led social and digital at Grey Group and spent more than 15 years with Lonely Planet. He has worked with brands including IBM, Lenovo, Nestle Professional and Mimecast.

For global B2B brands searching for their next growth frontier, Asia presents enormous opportunity—but it resists easy generalisation. In a conversation with Marketing Parrot's Hando Sinisalu, Green Hat's Shawn Low argues that the first mistake marketers make is treating APAC as a single, uniform market.

Based in Singapore and working with clients across the

region, Shawn sees a landscape of 20 or 30 countries shaped by different languages, laws, cultures and systems of government. North America may offer relative consistency, but APAC behaves more like Europe: connected commercially, yet deeply varied in practice.

That variation is precisely where the opportunity lies. Mature and saturated markets in Europe and North America are pushing companies to look towards India, Indonesia and Thailand for growth, while Singapore and Malaysia remain strategically important. Sector dynamics also differ sharply. Malaysia is attracting attention around AI infrastructure, cloud

and computing power, while manufacturing is a powerful growth story in Vietnam and Thailand. As Shawn puts it, the truth is in the details.

Relationships still matter—but not in the same way everywhere. Shawn notes that early deals in Singapore can be accelerated by salespeople who already know decision-makers inside target organisations. Korea and Malaysia may also place significant value on trusted networks. Yet reducing Asian B2B entirely to lobbying and connections misses the larger change taking place inside the buying process.

Buying groups are getting bigger. Green Hat's research with 6sense points to buying parties of eight, ten or even twelve people and sales cycles lasting between 12 and 24 months. Influence therefore extends beyond one senior executive. Marketers must address the wider committee, understand the concerns of different stakeholders and recognise that every participant carries some degree of risk.

This is where brand plays two distinct roles. For an established company, brand provides reassurance: it tells decision-makers whose reputations may be tied to the purchase that the vendor is a safe choice. For a challenger, brand must create a reason to take a chance by making its difference unmistakable.

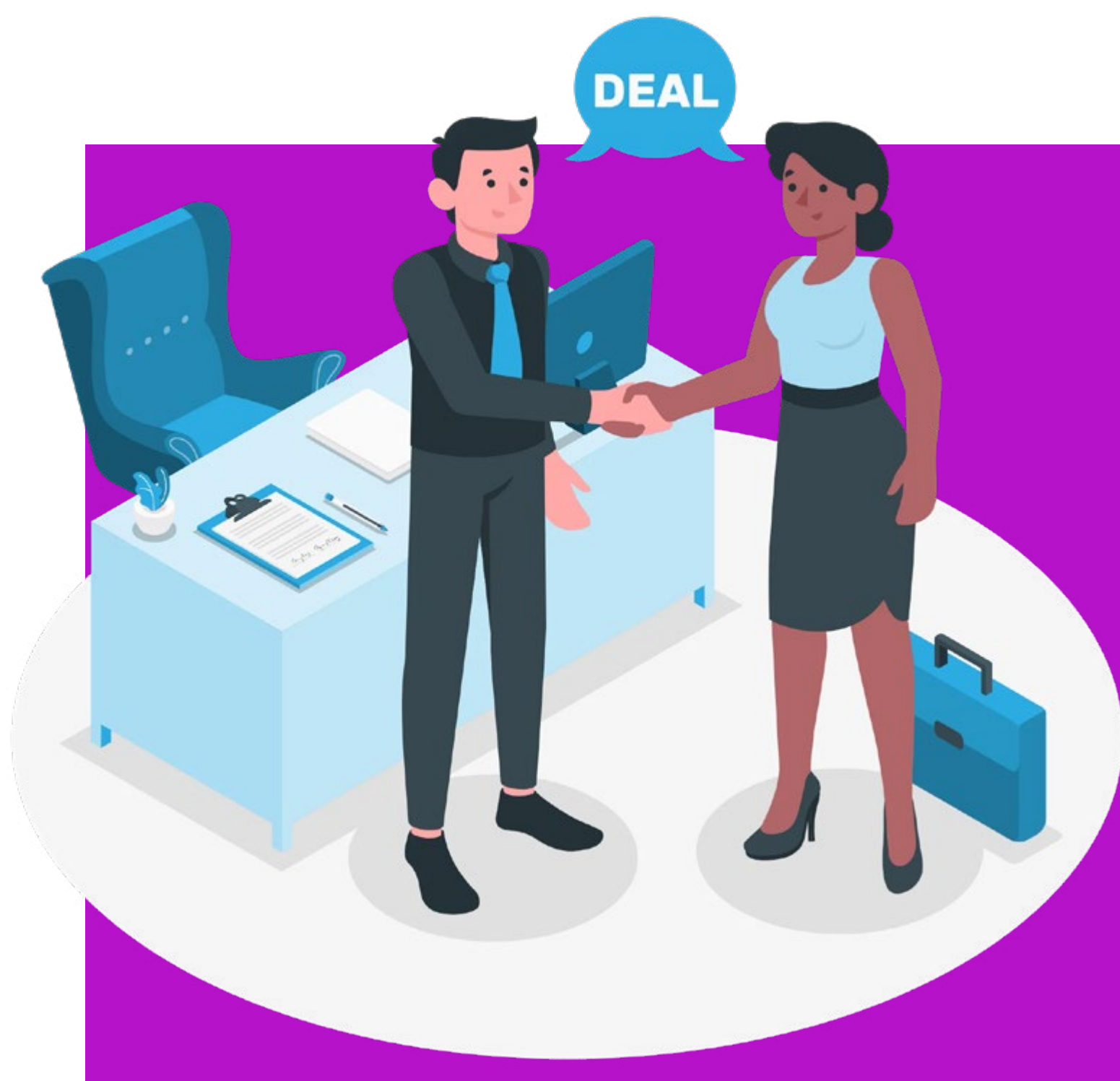
Brand, however, cannot work in isolation. Shawn's view of effective B2B marketing is more fluid: marketers need to know when brand

... Marketers must address the wider committee, understand the concerns of different stakeholders and recognise that every participant carries some degree of risk...

should lead, when activity should shift towards demand, when sales should take over and which metrics belong at each stage of the journey.

That demands genuine B2B expertise. A volume-led approach—pushing messages through consumer-oriented platforms and allowing algorithms to optimise—does not account for a buying party, a long cycle or the information stakeholders need at different moments. Specialist teams must understand messaging, content, channels, technology, attribution and value proposition, while helping clients navigate the entire commercial journey.

The same local intelligence matters inside multinational organisations. When a client team is distributed across Thailand,



... Growth comes from understanding how industries develop, how decisions are made, which relationships carry weight...

Malaysia, Australia and other markets, cultures often blend. But when decision-making is concentrated within one country, local language, etiquette and relationships become much more important. Salespeople and account managers need to be close to the market and its stakeholders.

Regional marketers face another complication: headquarters often controls the content, messaging, tools, data and technology stack. That can restrict an APAC team's ability to run account-based marketing or adapt a global programme to local realities. Shawn describes global as holding 'the keys to the castle'. The practical challenge is securing enough access and flexibility to make regional marketing work.

The lesson is not that APAC needs an entirely separate theory of B2B marketing. It is that strategy must become specific. Growth comes from understanding how industries develop, how decisions are made, which relationships carry weight and how much freedom local

teams possess. Asia may be the next frontier, but only marketers willing to see its differences will capture its potential.

Hear Shawn Low at the ASEAN B2B Conference 2027

Take the conversation further at the ASEAN B2B Conference 2027 - two days of B2B strategy, creativity and commercial insight. Registrations are now open, and the conference is HRDC claimable. [REGISTER AND DISCOVER THE CONFERENCE](#) or contact Ruby at +603-7726 2588 or ruby@adoimagazine.com.





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AN AI WORKSHOP FOR LEADERS

DIFFERENTIATION IN THE



AGE OF AI

BY RAJIV LAL

27TH OCTOBER, 2026
KLGCC CONVENTION
CENTRE
ROOF GARDEN



The Fat Red Book for Creative Revolutionaries.

(Wear Boxing Headgear When Reading.)

Eugene Cheong has spent four decades making work that refuses to be ignored. Over his career at Ogilvy Asia Pacific — the last ten years as Chief Creative Officer — he piled up more than 250 Cannes Lions (he stopped counting), led the network to seven consecutive Creative Network of the Year titles, and was named by D&AD as one of the 50 greatest copywriters in history. In 2020, he

was given his walking papers. With three months' severance. Oh, the joy of working for bean-counters.

WHAT HAPPENED NEXT BECAME A BOOK.

Cowards Don't Go to Heaven is a 13,000-word manifesto on the eight creative habits that Cheong believes are the only antidote to what he calls the great creative pollution: the tsunami of forgettable, disposable, algorithmically-optimised work that is slowly suffocating the industry like a boa constrictor. It is not an attempt at self-aggrandisement. It is not a self-help book. It's asking a question: Is the Horseshit Sensurround making you gag? Good. So is Cheong. This book is his answer.

The book was written entirely by hand. Not typed. Written. Every



**“99.99%
of advertising
is pollution,”**

single one of those 13,000 words. In Indian ink and charcoal. The medium, as Marshall McLuhan once said, is the message. In an age of AI-generated content, the decision to write every word by hand is itself an argument: about craft, about authenticity, about what it means to make something that truly belongs to you.

Illustrated with 71 hilarious drawings by British illustrator Simon Spilsbury, the book is as much a visual experience as a written one: it is what is known in German as Gesamtkunstwerk, or total work of art. Spilsbury's mischievous drawings do what Oscar Wilde prescribed: they make the truth easier to swallow.

The book launched at D&AD headquarters in London on June 9 to considerable fanfare. A social media campaign and Slap film produced by Manila-based creative

agency Gigil (in which a hand emerges from between the pages of the book and slaps an unsuspecting creative into enlightenment) has since been viewed across 11 countries. The book is nearly sold out in Asia. The word is out.

For Malaysian creatives and marketers, Cheong needs no introduction. His influence on the regional industry spans generations. The eight creative habits he prescribes (courage, idealism, curiosity, playfulness, free-spiritedness, intuition, authenticity, and persistence) are not abstract philosophy. They are the lived practice of someone who has been in the room when the greatest work in Asia was made.

“99.99% of advertising is pollution,” Cheong writes. “Forgettable. Invisible. It contaminates culture and wastes the brief lives of the people who make it. This book is about the 0.01%, and the backbone it takes to get there.”

In an industry being reshaped by AI, that vertebral column has never mattered more.

Cowards Don't Go to Heaven is published by Victionary, Hong Kong. To order a copy of the Fat Red Book, click [here](#).

No Turning Back

APPIES 2026 AWARDS NIGHT

August 21 @ 6pm.

Vishnu has the keys: 012-327 0125